

AMENDMENTS TO THE CLAIMS

Please amend claims 1-5, 7 and 8, and cancel claim 6 without prejudice or disclaimer as set forth below:

1. (CURRENTLY AMENDED) A presentation method for providing advertisement information stored in a server to an exhibitor via ~~computer telecommunication system, before showing the advertisement information to an audience, a network comprising the steps of:~~

~~soliciting an exhibitor from a server to requesting access the advertisement to information stored in the server over the network;~~

~~selecting advertisement information among information stored in the server when access is authorized;~~

~~forwarding sending selected advertisement information from the server to the show exhibitor based over the network on the access by the exhibitor to the server.~~

~~wherein the selected advertisement information is a questionnaire, and a response to the questionnaire is communicated over the network from the audience to the server.~~

2. (CURRENTLY AMENDED) A-The presentation method for advertisement in accordance with claim 1, wherein said method further comprising a ~~step the step of:~~

~~soliciting an advertising client to requesting access the to a server of an advertising client via an electronic medium; and to input storing advertisement information to on the server when access is granted.~~

3. (CURRENTLY AMENDED) A-The presentation method for advertisement in accordance with claim 1, wherein the advertisement information is shown to the audience before or after a feature presentation.

4. (CURRENTLY AMENDED) A-The presentation method for advertisement in accordance with Claim 2, wherein ~~contents~~ content of the advertisement information is changed in real-time by the advertising client.

5. (CURRENTLY AMENDED) A-The presentation method for advertisement in accordance with Claim 1, wherein the advertisement information ~~forwarded~~ sent to the exhibitor is transmitted to a movie theater where the advertisement information is shown to the audience.

6. (CANCELED).

7. (CURRENTLY AMENDED) A-The presentation method for advertisement in accordance with claim 6, wherein personal information of the audience is registered and the personal information associated with the response is transferred to the server.

8. (CURRENTLY AMENDED) A-The presentation method for advertisement in accordance with claim 1, wherein the advertisement information is shown as a digital motion picture projected from a projector.